

ORDER



Orders
Order / Rev: 163868
Alt Order #: 06838814
Product Desc: CITIZENS FOR STRENGT
Estimate:
Flight Dates: 08/06/12 - 08/19/12
Original Date / Rev: 08/06/12 / 08/17/12
Order Type: GENERAL

KOB

Primary AE: Danny Blumenfeld
Sales Office: P-ATL
Sales Region: National

Agency
Name: Luc, Inc.
Buying Contact: Chris Brimer
Billing Contact:
 25 Whitlock Pl Fl 2
 Marietta, GA 30064-3142

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Citizens for Strength & Security Fund
Demographic: A35+
Product Codes: PL2
Priority: 99
Revenue Codes: AGY, POL, ISS

New Business Thru: 08/05/13
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/19/12	107	\$86,900.00	\$73,865.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	107	\$86,900.00	\$73,865.00	0.00
Totals	107	\$86,900.00	\$73,865.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Danny Blumenfeld			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KOB	43%	\$86,900.00
Market	100%	\$202,093.02

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAPX	0%	\$0.00
KASA	8%	\$16,167.44
KASY	0%	\$0.00
KAZQ	0%	\$0.00
KBEI	0%	\$0.00
KBIM	0%	\$0.00
KCHF	0%	\$0.00
KENW	0%	\$0.00
KHFT	0%	\$0.00
KKTO	0%	\$0.00
KLUZ	0%	\$0.00
KNAT	0%	\$0.00
KNME	0%	\$0.00
KOAT	22%	\$44,460.47
KOBF	0%	\$0.00
KOBR	0%	\$0.00
KOCT	0%	\$0.00
KOFT	0%	\$0.00
KOVT	0%	\$0.00

KREZ	0%	\$0.00
KRPV	0%	\$0.00
KRQE	27%	\$54,565.12
KUPT	0%	\$0.00
KWBQ	0%	\$0.00
UNKWN	0%	\$0.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	All	08/06/12	08/17/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a MTWTF--	:30	4	\$600.002		0.00	NM	9	\$5,400.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	08/06/12	08/12/12	-TWTF--		4		\$600.00			0.00			
	Week:	08/13/12	08/19/12	MTWTF--		5		\$600.00			0.00			
E 2	All	08/06/12	08/17/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a MTWTF--	:30	12	\$600.002		0.00	NM	24	\$14,400.00
TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	08/06/12	08/12/12	-TWTF--		12		\$600.00			0.00			
	Week:	08/13/12	08/19/12	MTWTF--		12		\$600.00			0.00			
E 3	All	08/06/12	08/17/12	NBC Nightly News NBC Nightly News	CM	M-F 530p-6p MTWTF--	:30	4	\$600.002		0.00	NM	5	\$3,000.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	08/06/12	08/12/12	-TWTF--		4		\$600.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	All	08/06/12-08/12/12		NBC Nightly News		M-F 530p-6p	-TwThF----	:30	(\$600.00)		0.00	NM		
Credited [preempted spots]														
2	All	08/06/12-08/12/12		NBC Nightly News		M-F 530p-6p	-TwThF----	:30	(\$600.00)		0.00	NM		
Credited [preempted spots]														
	Week:	08/13/12	08/19/12	MTWTF--		4		\$600.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
8	All	08/13/12-08/19/12		NBC Nightly News		M-F 530p-6p	MTWThF----	:30	(\$600.00)		0.00	NM		
Credited [preempted spots]														
E 4	All	08/06/12	08/17/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p MTWTF--	:30	3	\$800.002		0.00	NM	6	\$4,800.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	08/06/12	08/12/12	-TWTF--		3		\$800.00			0.00			
	Week:	08/13/12	08/19/12	MTWTF--		3		\$800.00			0.00			
E 5	All	08/06/12	08/17/12	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p MTWTF--	:30	3	\$700.002		0.00	NM	5	\$3,500.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	08/06/12	08/12/12	-TWTF--		3		\$700.00			0.00			
	Week:	08/13/12	08/19/12	MTWTF--		3		\$700.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	All	08/13/12-08/19/12		News 4 @ 630p M-F		M-F 630p-7p	MTWThF----	:30	(\$700.00)		0.00	NM		
Credited [preempted spots]														
E 6	All	08/06/12	08/17/12	News 4 Today I 530a-6a News 4 Today I 530a-6a	CM	M-F 530a-6a MTWTF--	:30	4	\$400.002		0.00	NM	8	\$3,200.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	08/06/12	08/12/12	-TWTF--		4		\$400.00			0.00			
	Week:	08/13/12	08/19/12	MTWTF--		4		\$400.00			0.00			
E 7	All	08/11/12	08/11/12	News 4 Spec Sa 6a (1hr) News 4 Spec Sa 6a (1hr)	CM	Sa 6a-7a -----S-	:30	2	\$350.002		0.00	NM	2	\$700.00
SAT TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	All	08/11/12	08/11/12	News 4 Spec Sa 6a (1hr) News 4 Spec Sa 6a (1hr)	CM	Sa 6a-7a -----S-	:30	2	\$350.002		0.00	NM	2	\$700.00
SAT TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	-----S-		2		\$350.00			0.00			
E 8	All	08/11/12	08/18/12	News 4 @ 6p Sat News 4 @ 6p Sat	CM	Sa 6p-630p -----S-	:30	1	\$500.002		0.00	NM	2	\$1,000.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	-----S-		1		\$500.00			0.00			
Week: 08/13/12		08/13/12	08/19/12	-----S-		1		\$500.00			0.00			
E 9	All	08/19/12	08/19/12	Sunday Today Sunday Today	CM	Su 7a-8a -----S	:30	2	\$350.002		0.00	NM	2	\$700.00
SUN TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-----S		2		\$350.00			0.00			
E 10	All	08/18/12	08/18/12	Saturday Night Live Saturday Night Live	CM	Sa 1030p-1205a -----S-	:30	2	\$500.002		0.00	NM	2	\$1,000.00
SN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-----S-		2		\$500.00			0.00			
E 11	All	08/18/12	08/18/12	News 4 @ 10p Sat News 4 @ 10p Sat	CM	Sa 10p-1030p -----S-	:30	1	\$1,100.002		0.00	NM	1	\$1,100.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-----S-		1		\$1,100.00			0.00			
E 12	All	08/13/12	08/17/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p MTWTF--	:30	4	\$275.002		0.00	NM	4	\$1,100.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	MTWTF--		4		\$275.00			0.00			
E 13	All	08/13/12	08/17/12	Judge Judy-P/ DR 4p/ 430p Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p MTWTF--	:30	4	\$300.002		0.00	NM	4	\$1,200.00
JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	MTWTF--		4		\$300.00			0.00			
E 14	All	08/13/12	08/17/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p MTWTF--	:30	4	\$600.002		0.00	NM	4	\$2,400.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	MTWTF--		4		\$600.00			0.00			
E 15	All	08/13/12	08/17/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p MTWTF--	:30	3	\$1,100.002		0.00	NM	3	\$3,300.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	MTWTF--		3		\$1,100.00			0.00			
E 16	All	08/06/12	08/10/12	News 4 Spec Olym M-F News 4 Spec Olym M-F 11p	CM	M-F 11p-1137p MTWTF--	:30	4	\$1,800.002		0.00	NM	4	\$7,200.00
LN AFTER OLYMPICS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	MTWTF--		4		\$1,800.00			0.00			
E 17	All	08/06/12	08/10/12	Olympics Latenight M-F Olympics Latenight M-F	CM	M-F 1135p-1235a -TWTF--	:30	4	\$400.002		0.00	NM	4	\$1,600.00
LF OLYMPICS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	-TWTF--		4		\$400.00			0.00			
E 18	All	08/07/12	08/10/12	Olympics Primetime M-F Olympics Primetime M-F	CM	M-F 7p-11p -TWTF--	:30	4	\$4,000.002		0.00	NM	4	\$16,000.00
OLYMPICS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	-TWTF--		4		\$4,000.00			0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 19	All	08/11/12	08/11/12	Olympics Daytime Sat Olympics Daytime Sat	CM	Sa 5a-5p (12:00 PM-4:00 PM)	:30	3	\$1,800.00	2	0.00	NM	3	\$5,400.00
OLYMPICS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/06/12		08/12/12	-----S-			3		\$1,800.00		0.00				
E 20	All	08/19/12	08/19/12	News 4 @ 10p Sun News 4 @ 10p Sun	CM	Su 10p-1035p	:30	1	\$1,100.00	2	0.00	NM	1	\$1,100.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/13/12		08/19/12	-----S			1		\$1,100.00		0.00				
N 21	All	08/11/12	08/11/12	Olympics Latenight Sat Olympics Latenight Sat	CM	Sa 1135p-1235a	:30	1	\$400.00	2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/06/12		08/12/12	-----S-			1		\$400.00		0.00				
N 22	All	08/12/12	08/12/12	Olympics Latenight Sun Olympics Latenight Sun	CM	Su 1035p-1235a	:30	1	\$400.00	2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/06/12		08/12/12	-----S			1		\$400.00		0.00				
N 23	All	08/12/12	08/12/12	Olympics Daytime Sun Olympics Daytime Sun	CM	Su 5a-5p (12:00 PM-4:00 PM)	:30	3	\$1,800.00	2	0.00	NM	3	\$5,400.00
OLYMPICS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/06/12		08/12/12	-----S			3		\$1,800.00		0.00				
N 24	All	08/10/12	08/10/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	:30	1	\$600.00	2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/06/12		08/12/12	----F--			1		\$600.00		0.00				
N 25	All	08/18/12	08/18/12	News 4 Weekend Sat 7a News 4 Weekend Sat 7a-9a	CM	Sa 7a-9a	:30	2	\$350.00	2	0.00	NM	2	\$700.00
SAT TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/13/12		08/19/12	-----S-			2		\$350.00		0.00				
N 26	All	08/19/12	08/19/12	Meet The Press Meet The Press	CM	Su 9a-10a	:30	1	\$600.00	1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/13/12		08/19/12	-----S			1		\$600.00		0.00				
N 27	Multi	08/16/12	08/16/12	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p	:30	1	\$700.00	2	0.00	NM	1	\$700.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/13/12		08/19/12	---T---			1		\$700.00		0.00				
												Totals	107	\$86,900.00

*Tax 1 Note: ABQ 7%.